WASHINGTON
PrintWorks

The Washington State Department of Printing Newsletter

In This Issue

DEPARTMENT OF PRINTING
◄ Design
◄ Printing
◄ Mailing

VARIABLE PRINTING

FULFILLMENT

Bindery

One-stop service makes the most of your precious time

If you're looking for ways to streamline the way you print and distribute documents, the one-stop service of the Department of Printing (PRT) is a good place to start. Instead of spending the time and effort to find a separate graphic designer, printer and mail house, simply send a single order form to PRT and let us take care of the rest.

You'll make the most efficient use of your scarce time by using PRT's one-stop service to handle all the details in one location. The single workflow eliminates the potential for delays and miscommunication caused by transferring a job from one vendor to another between production steps. Plus, you'll have the piece of mind of knowing your PRT customer service representative is familiar with the entire project and is available to assist you every step of the way.

Integrated service

We know many of your projects require more than just printing. That's why we work hard to provide you with a wide variety of related document

Printing ordering basics:
Selecting the right fold for your job

Folding is probably the most common ways to finish a print job. Everything from simple brochures on one sheet of paper to training manuals with hundreds of pages require some type of folding.

There are almost as many types of folds as there are print jobs, and finding the type of fold that best fits your needs and budget can be difficult. That's why it's a good idea to work with your customer service representative and our graphic design team from the very start of your project. Together, we'll make sure your folded documents are as attractive, easy-to-use and cost effective as possible.

Standard folds

An easy way to save time and money on your folded documents is to select commonly-used folds.

These standard folds take less time to set up and run more efficiently through our folding equipment. As a result, we can produce them more quickly and cost effectively than custom folds.

Using a standard size of paper like 8½" x 11", 8½" x 14" or 11" x 17" with a standard fold is a great way to reduce waste, too. These types of documents use the space on a press sheet more efficiently, reducing production waste. Plus, they fit easily in most standard envelopes so you don't have to spend extra time and money printing custom ones.

The diagrams at right show some of the most common standard folds and how they are used.
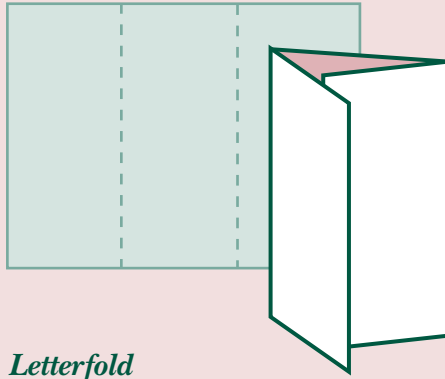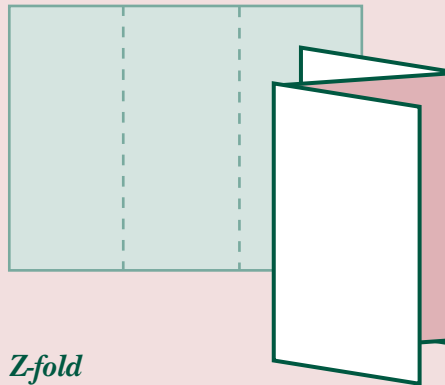
Letterfold
A letterfolded document is folded in thirds, with the outside panels moved to the center and nesting together. This type of fold is commonly used for letters, self-mailers and brochures.
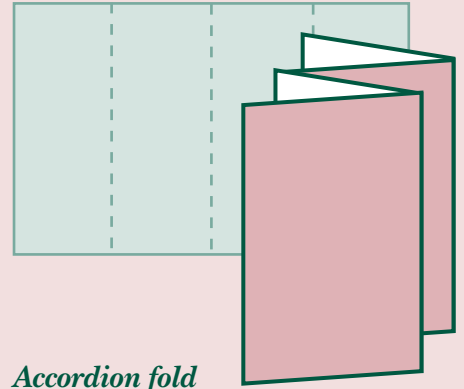
Accordion fold
An accordion fold is any fold in which each panel folds in the opposite direction of the one before. Accordion folds are also sometimes referred to as fan folds. This type of folding is most often used for brochures and maps that will not be used as mailers.

Z-fold
A Z-fold is very similar to a letterfold, except the panels are folded in opposite directions to form a "Z" shape. This is a type of accordion fold, and is often used for brochures. However, Z-folds are not recommended for mailers because the panels fall open more easily than letterfolded documents, making them more difficult to process through inserting and mailing equipment.
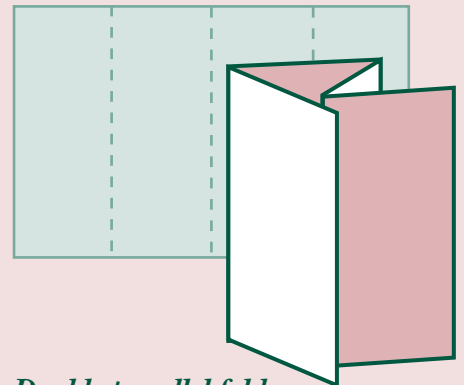
Double-parallel fold
A double-parallel fold is the most common way of finishing brochures of legal size or larger. The sheet is folded in half once, and then folded in half again parallel to the first fold. This type of fold is usually preferred over an accordion fold because it can be set up more quickly, runs faster, and can easily be processed as a mailer.
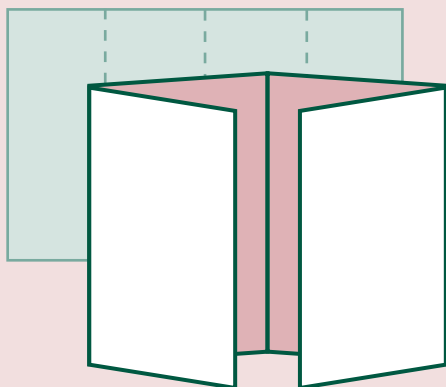
Gatefold

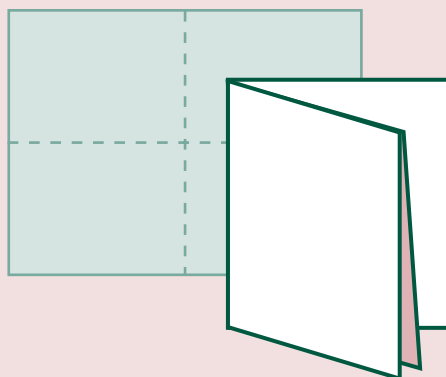A gatefold is much like a double-parallel fold, except the outside panels are directed toward the center fold to form a "gate" when the document is opened. This type of fold is used almost exclusively for brochures.

Eight-page, right-angle fold

A document with an eight-page, right-angle fold is folded in half in one direction and then folded in half again perpendicular to the first fold. This fold is used to create eight-page book sections, or signatures. It is also commonly used for newsletters, maps, and other documents 11" x 17" or larger.

Ordering folding

If you want your job to be folded, please specify on your requisition form what kind of fold you want and what the finished size will be.

If you are ordering with A21-A Printing Request, you may request folding in the Binding section and supply details in the Other Instructions area. When using the A24 Copy Center Request form, check the box for the type of folding you want in the Folding Options section, and provide additional instructions in the Special Instructions area.

If possible, please provide a folded sample with your order to help us ensure the job is finished the way you expect. If you can't furnish a sample of the fold, it is a good idea to request a proof of the job before it is printed so you can make sure the fold is made correctly.

More information

If you would like more information about folding or need assistance in selecting the best fold for your next project, please contact your customer service representative.

If you prefer, our Design Services section will be happy to create your folded document for maximum impact and usability. For more information about graphic design assistance, please contact Star Bear at 360-570-5549 or star@prt.wa.gov.

More information about folding and finishing options is also available in the Printing Standards area of the Resource Center on our Web site at www.prt.wa.gov.

PRT Sustainability update

Executive Order 04-06 addresses use of printers, copiers

On October 20, Governor Locke signed Executive Order 04-06, which establishes sustainability and efficiency goals for state operations.

Section four of the executive order addresses issues about paper use and sets goals to be achieved by September 1, 2005, including a directive that states, "The Department of Printing will lead a taskforce including the Department of General Administration, the Department of Information Services and other interested agencies, to recommend efficiency improvements for the management of printers and copiers in state agencies."

The purpose of this goal is to ensure that state agencies use copiers, printers and other office equipment efficiently to eliminate unnecessary use of energy, supplies, and natural resources. Effective management of these devices is also likely to reduce agency costs and improve workflows.

The Department of Printing (PRT) is currently working with GA and DIS on several projects to find ways to help state agencies save time and money as they purchase and manage printers, copiers, and multi-function devices.

PRT is also preparing to offer a print management services in spring 2005. This service will give agencies a resource for creating an objective assessment of current print volumes, total print costs and workload efficiency so they can create an effective plan for making their print workflow more efficient. The program will also help agencies interested in streamlining their print/office equipment fleets with the entire procurement process.

For more information about PRT efforts in support of Executive Order 04-06, please contact Kelley Kellerman at 360-570-5036 or kelley@prt.wa.gov. ⊕

Finding the best 100% post-consumer recycled paper for your needs

If you are looking for paper with 100 percent post-consumer recycled fiber (100 PCW) for your printing projects, there are a growing number of choices available to you. Almost every paper company now has at least one brand of 100 PCW stock, and many are available in a variety of colors and finishes.

All the papers listed in the table below contain 100 percent post-consumer recycled fiber.

It is important to note, however, that 100 PCW paper currently costs an average of up to 30 percent more than comparable papers containing 30 percent post-consumer fiber. In addition, the availability of 100 PCW paper can be unpredictable because vendors tend to keep less of it in stock.

That is why it is a good idea to contact your customer service representative to check the price and availability of the paper you select if are considering using a 100 PCW stock for your next printing project. We will work with you to find the best paper to meet your deadline, fit your budget and achieve your expectations for print quality, while supporting your sustainability objectives. ⊕

100% Post-consumer Recycled Papers		
Brand Name	**Bleaching Process**	**Available Colors**
Neenah Environment	Process Chlorine Free	PC100 White, PC100 Natural
Fraser Genesis	De-inked, Non-rebleached	All flecked colors
Fox River Quest	Non-deinked, Non-rebleached	All flecked colors
Domtar Sandpiper	Process Chlorine Free	White, Natural, All fibered colors
Fraser Synergy 100PCW	Elemental Chlorine Free	White, Natural

Sustainability page added to PRT Web site

Now there is a variety of information about sustainable printing on the Department of Printing Web site. Just click on Sustainable Printing in the Resource Center section of the site at www.prt.wa.gov to learn more about:

- Current sustainable practices at the Department of Printing.
- How to make your print orders more sustainable.
- Terms related to sustainable printing.
- The PRT Sustainability Team.

Plus, you can view PDF versions of our 2003 Sustainability Plan and the 2004 Progress Report and Plan Update for in-depth information about our sustainability initiatives, plans and goals.

The new Web page was added to provide a useful resource for all our customers interested in sustainability. That's why we invite you to contact Kelley Kellerman at 360-570-5036 or kelley@prt.wa.gov if you have any comments or suggestions about how we can improve the information on our new sustainability page. ⬥

One-stop service

services in one convenient, integrated package. Whatever your needs, you can rely on us to provide all the printing services you require.

Design Services
Any printing project starts with a good design. The graphic designers in our Design Services section have years of experience in design and print production to ensure your projects look great and flow smoothly through the print process. Plus, it's easy for our designers to assist you with press checks because the design area is in the same building as the pressroom.

Assembly and Packaging
There's no need for you to spend time gathering documents into packets or bundling brochures for delivery to your field offices when our Bindery department can do it for you. Just tell us how you want us to collate, insert or package the finished items when you place your print order.

Fulfillment
Fulfillment provides true one-stop service by taking care of all the storage and distribution of your finished items. Fulfillment options include warehousing, shipping, order processing, reporting and an integrated Internet storefront, the General Store, so your end users can request items any time of day or night from any computer with Internet access. The combination of Print on Demand and Fulfillment allows you to print only the number of documents needed, eliminating waste and ensuring your documents are always up-to-date and accurate.

Mailing and Shipping
Whether you need letters mailed to individuals or boxes of manuals delivered to your field offices, you can take care of all your mailing and distribution needs at the Department of Printing with a single order form. Our Mailing department will take care of inserting, addressing, sorting and sending out your mailing so you don't have to spend time preparing your mailings by hand in your office. Not only will you save time, you'll pay less in postage because we take care of all the sorting and barcoding required to receive postal discounts. If you like, we'll even check your address files to make sure the addresses are up-to-date and there are no duplicate entries.

More information
There are many ways you can save time and money by taking advantage of the integrated document production and distribution services we offer. Your customer service representative will be happy to help you take advantage of these services by providing information and assistance with your order. You can also find more information about our services by contacting your PRT customer education specialist or by checking out the Services section of our Web site at www.prt.wa.gov. ⬥

New guidelines issued to help you make cost-effective copier acquisitions

If your office is like most typical public agencies, one of the challenges in lowering your overall print costs is finding the right copying equipment to fit your needs and budget. Deciphering technical specifications, dealing with vendors, and analyzing the true cost of potential equipment choices can be difficult and time consuming, to say the least.

That is why the Department of Printing (PRT) and the Office of State Procurement have been working together over the past year to develop and implement strategies to help ensure you receive the most cost-effective solution to all your print needs.

New guidelines

One of the results of this partnership is a new set of guidelines for obtaining high-speed copying and printing equipment through state Convenience Copier Contract #05899, administered by the Office of State Procurement.

These guidelines affect only equipment capable of producing more than 80 copies per minute, which are found in Category 6 and Category 7 of the current contract. General Administration and PRT have agreed that this high-speed equipment falls under PRT's responsibility for reducing the overall cost of print to the state.

The new guidelines are designed to help protect state agencies, boards and commissions from unnecessarily high equipment and administrative costs by allowing
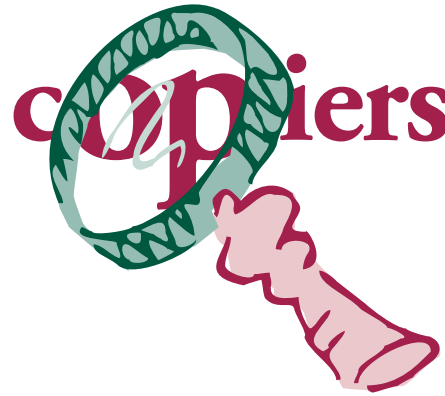
PRT to thoroughly review requests for these high-speed print devices to ensure they are the most efficient, cost-effective solution.

The guidelines set by PRT and the Office of State Procurement include the following basic points:

- Vendors cannot place any devices on the contract rated at greater than 80 copies per minute at a customer site unless the requesting agency, board or commission provides a letter of approval from the Department of Printing.
- If the request is for a specific device or configuration proposed by a vendor, the vendor must provide the customer with a copy of their proposal and a complete equipment description sheet so the information can be included in a request for a letter of approval from PRT.
- The PRT Print Management Review Committee will analyze all requests for high-speed devices and deliver a decision letter to the customer within 10 working days of receipt of the request.

How will this help?

These new guidelines are designed to help state agencies avoid paying unnecessarily high equipment lifecycle costs by ensuring that production-class equipment is placed only where the capacity and features are absolutely necessary. By taking these requests to PRT for review, you will be assured that all the factors associated with the acquisition of high-speed equipment, including total cost of ownership and overall workload volumes, have been carefully considered by third-party industry experts before a contract is signed.

In addition, requiring a letter of approval from the Department of Printing helps protect you from obtaining devices with more capacity than you need based on a sales recommendation. By ensuring that existing equipment is being used to full capacity and that the requested equipment will provide what you need for cost-effective print production, the guidelines make it easier for you to streamline print workflows and reduce the overall cost of print in support of the Priorities of Government and recent sustainability goals from the Governor's Office.

Letter of Approval

It is fairly simple to request a letter of approval from PRT for a high-speed printer acquisition. Just send a letter to Pam Derkacht, Chair of the PRT Print Management Review Committee, with information about the print requirements and work environment where the device will

be placed. In order to analyze your request thoroughly and accurately, the committee must receive the following information in your request for a letter of approval:

- The name, telephone number, fax number and email address of the customer contact.
- A description of how the device will be used and the goals the requested equipment will enable you to meet.
- The business reasons for obtaining the new equipment, including whether the device will be used to replace existing machines, consolidate the functions of several smaller devices, or add new equipment.
- The monthly print volumes for the past year.
- Information about network connectivity for the device.

- Features you require that are not available on equipment in other categories.
- The location(s) where the new equipment will be placed.
- The impact of the requested equipment on the current print environment.
- The expiration dates and costs of all existing equipment contracts affected by the acquisition of the requested equipment.
- If the request is the result of a specific vendor proposal, a copy of the vendor's proposal and a complete equipment description sheet.

After PRT receives the request for a letter of approval, the Print Management Review Committee will meet to analyze the data provided. If clarification or addi-

tional information is needed to reach a decision, the committee may contact you for more details. Then, barring the need to wait for additional data, the committee will issue a decision letter within 10 working days. Copies of the letter will be sent to the customer, the vendor and the state procurement officer contact so the order can be processed as quickly as possible.

More information

If you have any questions about the new guidelines, please contact Kelley Kellerman at the Department of Printing at 360-570-5036 or kelley@prt.wa.gov. If you like, you may view the complete memo issued by the Office of State Procurement by going to Contract #05899 in the State Purchasing section of the General Administration website at www.ga.wa.gov. ✦

How are we doing?

We'd love to hear what you think about *Washington PrintWorks*, so we have set up several ways for you to send us your comments, questions and requests.

1. Send us an e-mail at **kelley@prt.wa.gov**.

2. Use the Customer Comments page of our web site at **www.prt.wa.gov**.

3. Fill out the form at the right, place it in an envelope and send it by campus mail to **Mail Stop: 47100**, or mail it to: **Department of Printing Attn:** *Washington PrintWorks* **PO Box 798 Olympia WA 98507-0798**

We hope to hear from you soon!

What I like best about the newsletter is:

What I don't like about the newsletter is:

I wish you would include an article about:

❏ I'd like to talk to a customer service representative about _____
Please call me at _____ or e-mail me at _____

❏ I want to subscribe to *Washington PrintWorks*.
Name: _____
❏ Please send me a printed copy at:

❏ Please send me an e-mail when new issues are posted to the Internet.
My e-mail address is: _____

❏ Please remove me from your subscription list.
Name: _____

Fulfillment Center has new mailstop

The Department of Printing Fulfillment Center now has its own campus mailstop. The mailstop for the Department of Printing Main Plant is still 47100, but now you have the option of sending campus mail directly to our Fulfillment Center at Mailstop 47102 as well.

Main Plant
Location: 7580 New Market St SW
          Tumwater, WA 98501
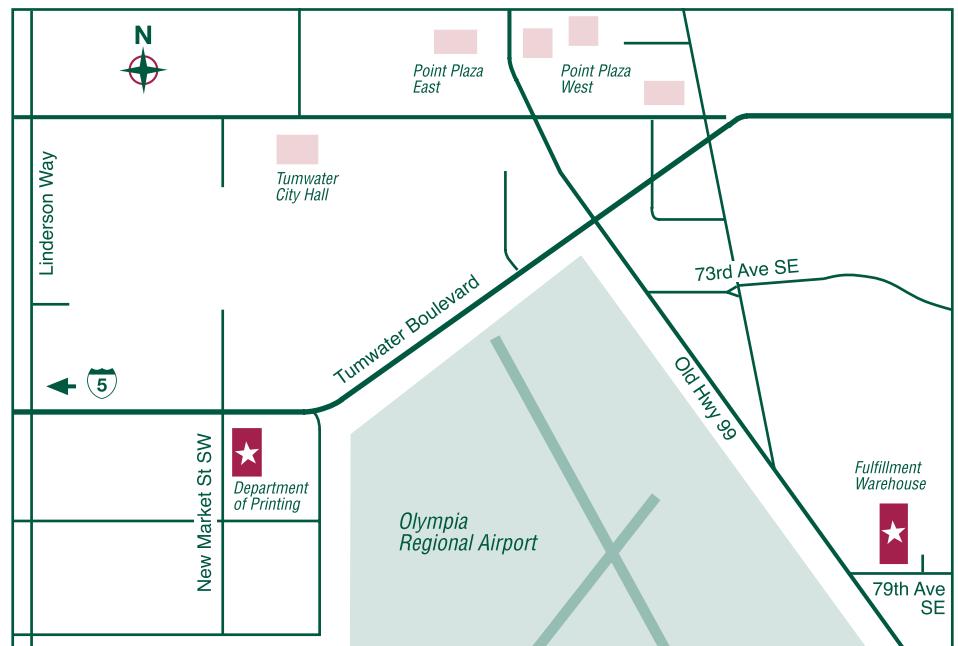Mailstop: 47100
Phone: 360-570-5555

Fulfillment Center
Location: 902-C 79th Ave. SE
          Tumwater, WA 98501
Mail Stop: 47102
Phone: 360-586-6363

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DEPARTMENT OF
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